

3/26/87

SALEM LIGHTS 100'S BOX

Ad/Pack

300 interviews among Menthol 100's/120's smokers

- 100 Salem/Salem Lights 100's smokers
- 200 X-Section of non-Salem/Salem Lights 100's/120's smokers

6 Markets

Sacramento

Syracuse

Savannah

St. Louis

Columbus, OH

Corpus Christi

COST ESTIMATE - \$50,000

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